

# TOP AGENT

MAGAZINE

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BARBER

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Top Agent Scarlett Barber\* – of RE/MAX Orchard Country located in the Okanagan Valley of British Columbia – is an award-winning, hardworking Realtor who is committed to providing her many grateful buyers and sellers with top-of-the-line customer service. Scarlett, who has been ranked among the top three agents in her market, is that rare breed of agent who truly cares about achieving – and often exceeding – her clients’ real estate goals.

Scarlett - who holds a diploma in Criminal & Social Justice from Okanagan College and Bachelor of Arts in Sociology & Political Science from the University of Alberta - continually strives to better her industry knowledge. She has earned many prestigious industry designations, including the RSPS (Resort & Second-Home Specialist), SRS (Seller Representative Specialist), SRES (Senior Real Estate Specialist), ABR (Accredited Buyer’s Representative), CNHS (Certified New Home Specialist), RCC (Residential Construction Certified), the RENE (Real Estate Negotiation Expert), the SRCC (Socially Responsible Children’s Champion), and the CLHMS (Certified Luxury Home Marketing Specialist). All of this has contributed heavily to her being recognized among the Best of South Okanagan Top 3 Winner in 2020, membership in her company’s 100% Club in 2018 and 2019, and Newcomer of the Year Award for 2018.



Scarlett – born in San Diego and holding dual citizenship in both the U.S. and Canada - began her journey in real estate in 2016, following an internship in United States politics. “I was looking for a career, and figured I needed to do something in the meantime,” she recalls. “Real estate was always a passion of mine, even when I was younger. I have been involved with rentals and flipping homes long before I became an agent.”

Since then, Scarlett has built a thriving business on a foundation of honesty, integrity and host of other factors that have fueled her ascent in the industry. Currently, a significant portion of her considerable business is based on returning clients, referrals and positive word of mouth,



a remarkable achievement in the highly competitive world of real estate. “I think that’s because I always try to help people look at a purchase as a long-term investment, not just short-term, and I work with them to build their real estate portfolio,” says Scarlett, when asked how she has managed to achieve such impressive loyalty amongst those she works with.

“Also,” she continues, “something I’ve heard from my clients is that I’m incredibly flexible. “If a client needs me at nine in the morning or at nine in the evening, my clients know I’m always there for them. It’s not a problem for me as I enjoy what I love.”

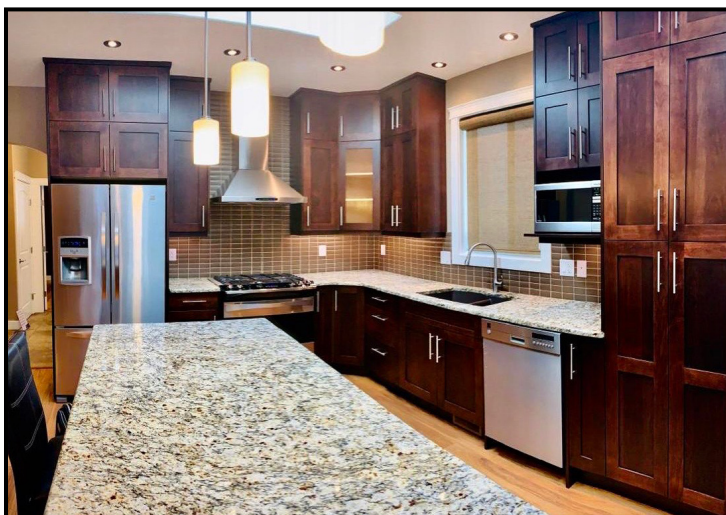
There are other factors that have contributed to Scarlett’s ever-growing success story, and chief among them would be her impressive negotiation skills and her leave-no-stone-unturned, intelligent approach to marketing her listings. Combined, these talents translate into quick sales for top dollar, not to mention happy – and returning and referring – clients.

Scarlett, who is also ranked among the top three agents at her brokerage, is a solo agent whose commitment to personally shepherding each transaction through from beginning to end, sells above average sales compared to many of her peers in the industry with equal longevity. “I’m involved in the transaction from start to finish,” she explains. “If a client asks me a question, I have the answer for them. I don’t have to rely on anyone else, and I think that they appreciate that. You call, email, or text me and you’ll always get myself.”

When she’s not busy making clients happy, Scarlett enjoys traveling, hiking, boating and skiing, among other outdoor activities. She is also an ardent philanthropist who supports multiple organizations, including The Children’s Miracle Network and the animal rescue charities Humane Canada and Angel’s Animal Rescue.

Scarlett, who prides herself on continuing to educate herself about the real estate industry in order to provide more value to her clients, has fairly straightforward plans for her business: to continue growing, and above all, to keep providing the unparalleled customer service that has become her calling card. Anyone looking to buy or sell in Scarlett’s market could do no better than to engage the services of this compassionate and talented real estate professional.

*\*Personal Real Estate Corporation*



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